

## PERSONAL INFORMATION

**Raluca Silvia Ciochină**

 Bucharest, Romania

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## WORK EXPERIENCE

**2020-Present Lecturer PhD**

College of Communication and Public Relations, National University of Political and Administrative Studies (Scoala Națională de Studii Politice și Administrative) Bucharest România, Bld. Expoziției 30A, sector 1 ([www.comunicare.ro](http://www.comunicare.ro))

- Courses: Digital Marketing, Online Public Relations, Internal Communication, Ebusiness Strategies, Multimedia Production & Editing
- Research Activities, involvement in projects and activities dedicated to students
- Coordinating graduation papers/mentorship for students
- Development of marketing materials for faculty admission

**2016–2020 Assisting Lecturer, PhD**

College of Communication and Public Relations, National University of Political and Administrative Studies (Scoala Națională de Studii Politice și Administrative) Bucharest România, Bld. Expoziției 30A, sector 1 ([www.comunicare.ro](http://www.comunicare.ro))

- Courses: Digital Marketing, Online Public Relations, Internal Communication, Ebusiness Strategies
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**2021 October–2022 Communication Expert in HEI Consortium Responsible Innovation-Led Entrepreneurial University Transformation Centres (Ecosystem Integration Labs) – RiEcoLab**

Scoala Națională de Studii Politice și Administrative, București, România, Bld. Expoziției 30A, sector 1.

- creating and adapting content for digital platforms
- posting on digital platforms (Instagram, Facebook, Email marketing)
- analyse social media performance reports
- improving work styles for maximizing efficiency in reaching objectives.

**2016–Present Member of Organizational Learning Research Lab (Organizational Learning) within the Communication Research Centre**

College of Communication and Public Relations, National University of Political and Administrative Studies (Scoala Națională de Studii Politice și Administrative) Bucharest România, Bld. Expoziției 30A, sector 1 ([www.comunicare.ro](http://www.comunicare.ro))

- Research activities in the field of organizational communication (online reputation management, entrepreneurship, digital skills, social media communication, engagement in crowdsourcing communities)

**2019–2021 Research project manager (minigrant) within the Organizational Learning Department**

College of Communication and Public Relations, National University of Political and Administrative Studies (Scoala Națională de Studii Politice și Administrative) Bucharest România, Bld. Expoziției 30A, sector 1 ([www.comunicare.ro](http://www.comunicare.ro))

- Coordinating activities within the research project (minigrant) with the title “Rolul noilor tehnologii în industriile cultural-creative – o abordare organizațională”
- Activități de cercetare, elaborare de lucrări științifice, prezentări la conferințe internaționale.

2019–2022

**Advanced Researcher**

Horizon 2020 – EU.3.3.2. – Low cost, low-carbon energy supply, LC-SC3-NZE-3-2018 – Strategic planning for CCUS development, proiectul Strategic planning of regions and territories in Europe for Low-Carbon Energy and Industry through CCUS

- Data collection, analysis, interpretation
- Development of communication materials

2017–2020

**Researcher**

Horizon 2020, ERANET Accelerating Low Carbon Industrial Growth through CCUS: ALIGN-CCUS

- Data collection, analysis, interpretation
- Involvement in coordinating the ALIGN-CCUS Technical in Person Meeting and ALIGN CCUS Workshop in București, 22-23 Mai 2019

2022 – Prezent

**Reviewer for Sustainability, published by MDPI** (international, cross-disciplinary, scholarly, peer-reviewed and open access journal of environmental, cultural, economic, and social sustainability of human beings)

2018–Present

**Reviewer at Kybernetes (ISI indexed)**

2018–Present

**Reviewer at Romanian Journal of Communication and Public Relations (Emerging Sources Citation Index)**

2019–2022

**Marketing Specialist at ROFest.Trends – Romanian Film Festival in Chicago**

National University of Political Studies and Public Administration, Bucharest (Romania)

- Development and implementation of communication campaign for the project coordinated by Asociația Iuris Civilis which partnered with SNSPA and Loyola University din Chicago (Romanian cultural project)

2014–Present

**Digital Marketing Consultant**

Authorized Consultant (PFA), București, România

- Digital Marketing and online PR consultant – strategy development, social media content strategy and campaign design, email marketing and website UX

2012–2013

**Marketing Specialist**

Rule of Seven Ltd. (UK digital marketing agency)

- Development of online strategies for small to medium businesses
- SEO audit and retargeting campaigns
- Email marketing campaign development

05/2013–06/2013

**Expert/Trainer**

SNSPA, proiect POSDRU nr. 41506, București (Romania)

- Organizing workshops for stakeholders

12/2012–04/2013

**Evaluator**

SNSPA (Proiect POSDRU 2007-2013 "E.H.R. - Antreprenoriat pentru resurse umane"), București (Romania)

- Evaluating projects of stakeholders participating in the project

## Education & Training

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- 2021 November T1 – Participatory Engagement Strategy, RiEcoLab, Responsible Innovation Led Entrepreneurial University Transformation Centres (Ecosystem Integration Labs), EIT HEI Initiative, Innovation Capacity Building for Higher Education, funded by the European Union
- 2021 – 2022 Teaching Module "Program de formare psihopedagogică în vederea certificării competențelor pentru profesia didactică (Nivel I & Nivel II)", Școala Națională de Studii Politice și Administrative, Departamentul pentru Pregătirea Personalului Didactic, București (România)
- 09/2019–2020 Postdoctoral Program „Cercetător-antreprenor pe piața muncii în domeniile de specializare inteligentă” (CERT-ANTREP), cod SMIS 2014+ 124708, proiect cofinanțat din Fondul Social European (FSE) within the program Operațional Capital Uman (POCU).  
Bucharest (Romania)
- 2017 - Present Membru EUPRERA (European Public Relations Research and Education Association)
- 08/2012–07/2015 Doctoral Studies in Communication Sciences  
Școala Națională de Studii Politice și Administrative, București (România)
- 2009–2011 Master's Degree – Communication And Advertising in English  
Facultatea de Comunicare și Relații Publice, Școala Națională de Studii Politice și Administrative, București, România
- 2006–2009 Bachelor's Degree – Communication and Public Relations  
Facultatea de Litere, Universitatea București, România
- 2013 Digital Marketing Certification "Fast Track Digital Marketing Certificate"  
Econsultancy, UK.
- 2011 Trainer Certificate  
Institutul pentru Dezvoltarea Resurselor Umane, Constanța
- 2006 Cambridge Certificate : Level 3 Certificate in English ESOL  
ESOL examinations – Cambridge Certificate in Proficiency English, Constanța, România
- 2005 Cambridge Certificate : Level 2 Certificate in English ESOL  
ESOL examinations – Cambridge Certificate in Advanced English, Constanța, România
- 2004 Cambridge Certificate: Level 1 Certificate in English ESOL  
ESOL examinations – Cambridge First Certificate in English, Constanța, România
- 2002-2006 Diplomă de Bacalaureat, Studii liceale  
Liceul Teoretic "George Călinescu", Profil Bilingv, Constanța, România.

## Competences and SKILLS

Mother tongue(s) Romanian

Foreign language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
*Cambridge First Certificate (2004), Cambridge Advanced Certificate (2005), Cambridge Proficiency Certificate (2006) Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user <a href="#">Common European Framework of Reference for Languages - Self-assessment grid</a>					

**Communication skills** Excellent communication skills gained from my experience as a university assistant, marketing and PR consultant and my involvement in various projects where I coordinated events and stakeholder relationships

Digital skills	SELF-ASSESSMENT				
	Information processing	Communication	Content creation	Safety	Problem-solving
	Proficient user	Proficient user	Proficient user	Independent user	Independent user
<a href="#">Digital skills - Self-assessment grid</a> Fast Track Digital Marketing Certificate (2013) - Econsultancy					

- I have experience with different software applications: webinar applications (GoToMeeting, Zoom), Marketing automation applications (Act-On), project management tools (Smartsheet), SEO tools (SEOprowler), image and video editing software (Photoshop CS5, Windows Movie Maker, Filmora, Adobe Premiere Pro, VideoPad)

## PUBLICATIONS and CONFERENCES

### Publications

Cismaru, D.M., Ciochină, R.S., Burnei, I. (2022). Social media communication strategies of romanian universities. A content analysis of facebook and instagram pages, In *Strategica. Sustainable Development and Strategic Growth*, Bucharest: Tritonic (accepted)

Cismaru, D.M., Ciochină, R.S., Gîlcescu, A. (2022). The effects of social media addiction on the relationships and self-presentation in case of young users from the Z generation. In *Strategica. Sustainable Development and Strategic Growth*, Bucharest: Tritonic (accepted)

Cismaru, D.M., Ciochină, R.S. (2022). Extrinsic versus intrinsic motivational factors in the choice of bachelor degree in case of students from disadvantaged socio-economic groups, *ICERI2022 Proceedings*, ISBN: 978-84-09-45476-1.

Cismaru, D.M., Ciochină, R.S., Radu, D.A. (2021). Exploring cultural intelligence skills among Romanian migrants living in Netherlands, *ICERI2021 Proceedings*, ISBN 978-84-09-34549-6, 9184-9192.

Ciochină, R.S., Cismaru, D.M., Negru, A. (2021). Using technology for adaptive digital communication strategies during the covid19 pandemic, *ICERI2021 Proceedings*, ISBN 978-84-09-34549-6, 9173-9176.

Ciochină, R.S. (2020). Crowdsourcing. Engaging Virtual Communities and Generating Collective Intelligence. București, Editura Pro Universitaria. ISBN 978-606-26-1226-9

Ciochina, R.S. (2020). ). Developing New Sets of Digital Skills in A Changing Online Environment, Presented at the International Balkan and Near Eastern Congress Series on Economics, Business and Management held at Plovdiv/Bulgaria, organized by the University of Agribusiness and Rural Development, Bulgaria, University "St. Kliment Ohridski", Faculty of Economics Prilep, Republic of North Macedonia, September 26th-27th 2020.

Ciochină, R.S., Cismaru, D.M., Nistor, R. (2020). The Role of e-WOM in the cinema marketing system, presented at the 7th Business Systems Laboratory International Symposium. Socio-Economic Ecosystems/Challenges for Sustainable Development in The Digital Era, organized by Business Systems Laboratory in Alicante, Spain, University of Alicante – Polytechnic School, on 22-24 January 2020.

R.S. Ciochina, D.M. Cismaru, R.B. Scurtu (2019). The Role of Digital Skills in PR, *ICERI2019 Proceedings*, IATED, pp. 10885-10891, ISBN: 978-84-09-14755-7.

C. Leovaris, R.S. Ciochina, S. Tanasa (2019). Internship as a method of recruitment and selection in knowledge-intensive organizations in the services sector, *ICERI 2019 Proceedings*, pp. 10857-10868.

Ciochină, R., Novac, C., Daoud, A. (2019). Antecedents and Outcomes of Employee Engagement in Small to Medium Businesses from Romania, in Brătianu, C., Zbucea, A., Hrib, B., Vitelar, A., and Anghel, F. (eds.) (2019). *Strategica. Upscaling Digital Transformation in Business and Economy*. Bucharest: Tritonic. ISSN 2392-702X, ISBN 978-606-749-428-0.

Novac, C., Ciochină, R.S. (2018). Challenges of Applying Agile Principles and Values to IT Project Management. In (eds.) Marta Najda-Janoszka, Corina Daba-Buzoianu. Exploring Management Through Qualitative Research, *Journal of Entrepreneurship, Management and Innovation (JEMI)*, pp. 43-62.

Ciochina, R.S., Cismaru, D.M., Vilcu, A. (2018). The influence of Online Social Networks in the Decision Making Process of Online Shopping. In (eds.) Constantin Brătianu, Alexandra Zbucea, Alexandra Vitelar. *Strategica 2018. Challenging the Status Quo in Management and Economics*, Tritonic, ISBN: 978-606-749-365-8, pp. 894-904.

Cismaru, D.M., Frunzaru, V., Ciochină, R.S. (2018). Characteristics of motivation and entrepreneurship's perception for female participants in a business incubator. BAMDE 2018, in *Youth and Women Entrepreneurship in Challenging International (Global) Business Environment*, Proceedings of the Ninth International Conference, organized by Bulgarian Association for Management Development and Entrepreneurship, Varna, Bulgaria, 11 – 14 June 2018, Lighthouse Golf and SPA Resort.

Cismaru, D.M., Ciochina, R.S. (2018). The Role of Trust and Intrinsic Motivation in Enhancing Participation and Creativity in Crowdsourcing Communities, in Sarah Bowman, Adrian Crookes, Stefania Romenti, Øyvind Ihlen (ed.) *Public Relations and the Power of Creativity (Advances in Public Relations and Communication Management, Volume 3)* Emerald Publishing Limited, pp.93 – 113.

Cismaru, D.M., Gazzola, P., Ciochina, R.S., Leovaris, C. (2018). The rise of digital intelligence: challenges for public relations education and practices, *Kybernetes*, Vol. 47 Issue: 10, pp.1924- 1940, <https://doi.org/10.1108/K-03-2018-0145>

Novac, C., Ciochină, R.S. (2018). The Influence of Digitalization in the Recruitment and Selection Process. Present Challenges and Future Perspectives in Brătianu, C., Zbucea, A. și Vitelar, A. (eds.) (2018). *Strategica. Provocarea status quo-ului în management și economie*. București: Tritonic. ISSN 2392-702X, ISBN 978-606-749-365-8., pp. 470-479.

Novac, C., Ciochină, R. S. (2017). Aplicability of Agile Principles and Values to IT Solutions Providers, în Pînzaru, F.; Zbucea, A.; Brătianu, C.; Vătămănescu, E.M.; Mitan, A., *Strategica Proceedings, Shift! Major Challenges of today's economy*, Bucharest: Tritonic. ISSN 2392 – 702X, ISBN 978-606- 749-269-9

Soto-Acosta, P., Cismaru, D.M., Vătămănescu, E.M., Ciochină, R.S. (2016). Sustainable Entrepreneurship in SMEs: A Business Performance Perspective. *Sustainability*, Vol. 8, Nr. 4, 342, ISSN 2071-1050.

Novac, C., Ciochina, R. S. (2016). Strategic Human Resources Management in the Romanian Organizations. *Cross-Cultural Management Journal*. Vol. XVIII, Nr. 2 (10), pp. 107-113, ISSN-L: 2286 – 0452.

Ciochină, R. S. (2016). Crowdsourcing – leveraging the potential of crowds in the knowledge economy. In Cismaru, D.M., Leovaris, C., & Dumitriu, D.L. (eds.), pp. 183-204. *Trends and challenges in the learning economy*. Saarbrücken, Germany: Lambert Academic Publishing (LAP), ISBN- 13: 978-3-659-90965-8.

Cismaru, D.M., Ciochină, R.S., Vătămănescu, M.E. (2016). The role of stakeholders as a shield in crisis communication: the case of “milk products Brădet” crisis, In Cismaru, D.M., Leovaris, C., & Dumitriu, D.L. (eds.), pp. 183-204. *Trends and challenges in the learning economy*. Saarbrücken, Germany: Lambert Academic Publishing (LAP), ISBN- 13: 978-3-659-90965-8.

Ciochină, R.S. (2015). Leveraging Reputational Agents. The Rise of Intelligent Virtual Organizations. În Elena-Mădălina Vătămănescu (ed.), *Handling Knowledge: From Capitalization towards Innovation*, (capitolul 5, pp. 123- 151), Saarbrücken, Germania: LAP Lambert Academic Publishing, ISBN: 978- 3-659-78527-6.

Ciochină, R.S. (2015). Capitalizing on Collective Intelligence in the 2.0 Digital Era: Insights in



Motivations and Digital Skills Factors. În Bogdan Pătruț, Diana Andone, Carmen Holotescu, Gabriela Grosseck (ed.) *SMART 2014. Social Media in Academia: Research and Teaching*. (pp. 293-299), Bologna, Italia: Medimond, ISBN978-88-7587-712-5

Ciochină, R.S. (2014). The digitized individuals: Characteristics and Inclusion in Organizational Settings, în Diana-Maria Cismaru și Cristina Leovaridis (ed.), *Innovation and Organizational Learning* (capitolul 9, pp. 201-228), București: Tritonic, ISBN:978-606-8571-48-5.

Ciochină, R.S. (2013). Questioning Engagement Literacy: Uses and Manifestations Throughout Social Networking Sites. În Constantin Brătianu, Alexandra Zbucnea, Florina Pînzaru, Mihaela Dinu, Denisa-Adriana Oprea (ed.), *Strategica. Strategic Thinking in a Changing World*, (pp.196-212), București: Comunicare.ro, ISBN: 978-973-711-497-6.

Ciochină, R.S. (2013). Stimularea antreprenoriatului prin politici publice și educaționale în spațiul anglofon, în Diana-Maria Cismaru (Coord.), *Antreprenoriatul și Performanța în afaceri. Lecții învățate în proiectul HER- Antreprenoriat pentru resurse umane*, București: Comunicare.ro, ISBN: 978-973-711-482-2.

Ciochină, R.S. (2012). Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization, by Olivier Blanchard, Boston: Que Publishing, 2011, 350 pages, *Romanian Journal of Communication and Public Relations*, Vol. 14, No. 3 (27), ISSN 1454-8100.

## Conferences

Cismaru, D.M., Ciochină, R.S., Burnei, I. (2022). Social media communication strategies of romanian universities. A content analysis of facebook and instagram pages, at Strategica Conference., Sustainable Development and Strategic Growth, Bucharest, October 20-21, 2022.

Cismaru, D.M., Ciochină, R.S., Gîlcescu, A. (2022). The effects of social media addiction on the relationships and self-presentation in case of young users from the Z generation. At Strategica Conference, Sustainable Development and Strategic Growth, Bucharest, October 20-21, 2022.

Ciochina, R.S. (2022). Understanding Factors that Influence Risk Perception in Strategic Communication: The Case of CCUS Communication, EUPRERA Congress, 21-24 September 2022, , Viena, (coautor D.M. Cismaru).

Ciochina, R.S. (2020). Perceived roles and challenges in managing crowdsourcing platforms. End users` perspective, presented at the Graduate Conference in Communication. Interdisciplinary Approaches, organized by the College of Communication and Public Relations, National University of Political Studies and Public Administration, Romania, held between September 10th – 11th 2020.

Ciochină, R.S., Cismaru, D.M., Nistor, R. (2020). The Role of e-WOM in the cinema marketing system, presented at the 7<sup>th</sup> Business Systems Laboratory International Symposium. Socio-Economic Ecosystems/Challenges for Sustainable Development in The Digital Era, organized by Business Systems Laboratory in Alicante, Spain, University of Alicante – Polytechnic School, on 22-24 January 2020.

R.S. Ciochina, D.M. Cismaru, R.B. Scurtu (2019). The Role of Digital Skills in PR, ICERI2019 12th Annual International Conference of Education, Research and Innovation, Seville, Spain, organized by The International Academy of Technology, Education and Development on 11-13 November 2019.

C. Leovaridis, R.S. Ciochina, S. Tanasa (2019). Internship as a method of recruitment and selection in knowledge-intensive organizations in the services sector, ICERI 2019 12th Annual International Conference of Education, Research and Innovation, Seville, Spain, organized by The International Academy of Technology, Education and Development on 11-13 November 2019.

Ciochină, R., Novac, C., Daoud, A. (2019). Antecedents and Outcomes of Employee Engagement in Small to Medium Businesses from Romania, presented at Strategica International Conference, Bucharest, Romania, organized by The Faculty of Management from the National University of Political Studies and Public Administration (NUPSPA) and the Romanian Academic Society of Management (SAMRO), with the support of the National Bank of Romania.

Cismaru, D.M., Buzoianu, C., Ivan, L., Ciochină, R.S. (2019). Challenges and Success Factors of CCUS Implementation in Romania. A Stakeholder Approach/Perception Review, Qualitative Research in Communication International Conference 4<sup>th</sup> edition, organized in Bucharest, by the Faculty of Communication and Public Relations, NUPSPA, September 2019

Ciochină, R.S., Cismaru, D.M., Vîlcu, A. (2018). The influence of Online Social Networks in the Decision Making Process of Online Shopping. Strategica 2018. Challenging the Status Quo in Management and Economics, organized by the Faculty of Management, NUPSPA, București.

Cismaru, D.M., Frunzaru, V., Ciochină, R.S. (2018). Characteristics of motivation and entrepreneurship`s perception for female participants in a business incubator. BAMDE 2018. *Youth and Women Entrepreneurship in Challenging International (Global) Business Environment*, organized by Bulgarian Association for Management Development and

- Entrepreneurship, Varna, Bulgaria, 11 – 14 June 2018, Lighthouse Golf and SPA Resort.
- Cismaru, D.M., Ciochină, R.S. (2017). The Role of Trust and Intrinsic Motivation in Enhancing Participation and creativity in Crowdsourcing Communities. *Euprera 2017 Congress. Public Relations and the Power of Creativity. Strategic opportunities, Innovation and Critical Challenges*, UAL:London College of Communication, University of Arts, London, United Kingdom
- Novac, C., Ciochină, R. S. (2017). Aplicability of Agile Principles and Values to IT Solutions Providers. *Qualitative Research in Communication and Public Relations*, Facultatea de Comunicare și Relații Publice, NUPSPA, University of Colorado Eoulder, Jagiellenian University din Cracovia, în București, România
- Novac, C., Ciochină, R.S. (2017). The Impact of the Digital Era on the Human Resources Management. Social Media as a Recruiting Environment for Potential Candidates. *Strategica International Academic Conference*, Faculty of Management, NUPSPA and Banca Națională Română, Bucharest, Romania.
- Novac, C., Ciochină, R.S. (2017). Strategic Human Resources Management Specificity into organizational environment focused on intrapreneurship. *Entrepreneurs. Entrepreneurship. Challenges and Opportunities in the 21st Century*, Faculty of Management, NUPSPA, Bucharest, Romania.
- Novac, C., Ciochină, R.S. (2016). Research regarding the importance of Strategic Human Resources Management processes into Romanian organizations. *Strategica International Academic Conference*, NUPSPA and Banca Națională Română, Bucharest, Romania.
- Cismaru, D.M., Ciochina, R.S. (2016). Crowdsourcing as a problem solving process for sustainable entrepreneurs. Case study: the crowdsourcing platform Babele.co. *9th International Conference on Entrepreneurship, Innovation and Regional Development -ICEIRD 2016. Responsible Entrepreneurship. Vision, Development and Ethics*. NUPSPA & University of Sheffield International Faculty, CITY College, Bucharest, Romania.
- Ciochină, R.S. (2015). *Breaking down the stakeholder environment: an issue orientation approach to understanding publics' behaviour in the digital era* Barcelona PR Meeting #5: Theory in Practice in Public Relations through to the Fully- Functioning Society: Papers in Honor of Professor Robert Heath, organized by University of Catalonia, University Waikato from New Zealand, și University Pompeu Fabra, Spain.
- Ciochină, R.S. (2015). *Dealing with Loss of Control: An exploratory Public Relations Case Study on Identifying New Media Influencers*, International Conference on "Media and the Public Sphere. Evaluating Media Ethics in the Digital Era", organized by University Georgia, NUPSPA, and University Lyon, in Bucharest, Romania.
- Ciochină, R.S. (2014). *The rise of digital intelligence: challenges for public relations education and practices*, Barcelona PR Meeting #4 International Conference: Configuring Intelligences for the 21C, organized by University Catalonia, University Pompeu Fabra and University Waikato from New Zealand.
- Ciochină, R.S. (2013). *What does it take to be relevant? A Case Study of Public Relations Practitioners' Roles and Skills in the Social Media Environment*, International Conference Synergies in Communication: RETHINKING EDUCATION -RESHAPING THE WORLD. LANGUAGES, BUSINESS AND COMMUNITIES Bucharest, organized by Academia de Studii Economice, Bucharest.
- Ciochină, R.S. (2013). *Questioning Engagement Literacy: Uses and Manifestations Throughout Social Networking Sites*, Strategica International Academic Conference, .The impact the nowadays technologies and strategies have in the field of economics, business and communication. organized by NUPSPA, Bucharest, Romania.